

International Travel to the U.S. Dialogue on the Current State of Play



*Department of Commerce
Main Auditorium
June 10, 2004*

BIOGRAPHIES

Bio for Douglas B. Baker

Mr. Baker was appointed by the Bush Administration to be the Deputy Assistant Secretary for Services within the International Trade Administration in the United States Department of Commerce. He has served in this position since November 13, 2001.

Mr. Baker oversees and manages four separate offices, which develop trade policy, identifies foreign market barriers and analyzes trends affecting the domestic and foreign competitiveness for U.S. businesses in the service, tourism and finance industries. Additionally, this office provides technical support to the United States Trade Representative during actual trade negotiations. The services sector represents approximately 75 percent of the private sector economy of the United States. This office also works with companies that seek to increase exports under the Export Company Trading Affairs Act, which was signed into law in 1982, by then President Ronald Reagan. This program provides certain antitrust protections for businesses that create partnerships for the express purpose of exporting, with a strong focus on small and medium-sized businesses.

Prior to joining the Bush Administration, Mr. Baker served as the executive director and deputy general counsel for the Harris County-Houston Sports Authority from 1999-2001. During his tenure, the Sports Authority financed and developed more than \$1,000,000,000 in sports-related infrastructures.

Mr. Baker was also associated with the law firm of Looper, Reed, Mark & McGraw from 1993 to 1998, in Houston, Texas. He practiced public and administrative law, as well as commercial litigation. In 1991-1992, Mr. Baker served as a law clerk to the Honorable John D. Rainey, United States District Court Judge in Houston, Texas.

Mr. Baker served in the second Reagan administration, as a policy analyst at the Agency for International Development. In 1990, Mr. Baker served as associate staff counsel to the Chairman of the House Energy and Commerce Committee, where he focused on energy regulatory matters.

A native of Houston, Texas, Mr. Baker received his B.A. degree from the University of Texas at Austin and his J.D. degree from South Texas College of Law, in Houston, Texas. Mr. Baker and his family reside in Alexandria, Virginia.



Under Secretary of Commerce
Grant Aldonas

Grant Aldonas was confirmed as Under Secretary for International Trade on May 10, 2001. As head of the International Trade Administration at the U.S. Department for Commerce, Grant is responsible for managing 2,400 ITA employees and advising the Secretary of Commerce on international trade issues.

His priorities include expanding export opportunities for American business, particularly small and medium-sized and minority-owned enterprises, enforcing trade agreements to ensure that American exporters obtain the benefits of the bargain the United States reached in previous negotiations, and the rigorous enforcement of U.S. trade law to deter unfair trade practices that distort markets and deny U.S. firms the opportunity to compete on an equal basis with their foreign competition.

Prior to joining the Department, Grant served as Chief International Trade Counsel to the Chairman of the Senate Finance Committee. In that capacity, he advised the Chairman on all international trade and economic matters before the Committee. During Grant's tenure on the Committee, the Senate and the Congress passed a number of significant trade bills, including the Trade and Development Act of 2000, the grant of Permanent Normal Trade Relations for China, legislation replacing the Foreign Sales Corporation provisions of the Internal Revenue Code, and a series of tariff bills.

Before joining the Finance Committee, Grant was a partner with the Washington, D.C. law firm of Miller & Chevalier. There, his practice focused on international trade, investment, tax and litigation. While at Miller & Chevalier, Grant served concurrently as Counsel to the Bipartisan Commission on Entitlement and Tax Reform and as an adviser to the Commission on U.S.-Pacific Trade and Investment. He was appointed Chair of the American Bar Association's ("ABA") Task Force on Multilateral Investment Agreements, and served separately as Vice Chair of the Committees on Trade and Foreign Investment in the United States of the ABA's Section of International Law and Practice.

Grant served previously in government with both the Department of State and the Office of the United States Trade Representative ("USTR"). At USTR, Grant was Director of South American and Caribbean Affairs. Before joining USTR, Grant served as a Special Assistant to the Under Secretary of State for Economic Affairs.

Grant is a native of Minneapolis, Minnesota. He graduated from the University of Minnesota, with a B.A. in International Relations, in 1975, and received his law degree from the University of Minnesota Law School in 1979. Grant is also an Adjunct Professor of Law at the Georgetown University Law Center, teaching courses on the resolution of international trade disputes.

Biography of Stephen M. Pinkos

Steve was born in Pittsburgh, Pennsylvania, on March 13, 1970, and lived in Baltimore, Maryland; Philadelphia, Pennsylvania; and Glens Falls, New York, before graduating from a Pittsburgh area high school in 1988. He attended Miami University in Oxford, Ohio and graduated with a B.A. in Political Science in August, 1992. Steve then attended DePaul University College of Law in Chicago, Illinois, and received his J.D. in May, 1995. While in law school he worked for the law firm of Karlin and Fleischer, interned for the Illinois Attorney General's Criminal Division, and served a judicial clerkship for the U.S. District Court.

After graduating from law school, Steve moved to Washington, D.C. and successfully completed the Virginia State Bar examination. He began working for Congressman Jim Sensenbrenner (R-WI) in September, 1995, and worked for the Congressman until September, 1998. During that time Steve served as a Legislative Assistant (1995-96) in charge of Judiciary Committee and trade issues for Congressman Sensenbrenner and later as Mr. Sensenbrenner's Legislative Director (1997-98). In that capacity, Steve continued to handle the Congressman's Judiciary Committee issues as well as overseeing the office's legislative operation.

In September, 1998, Steve was hired by Chairman Henry Hyde to work for the House Judiciary Committee to serve as a Counsel for the impeachment inquiry of President Clinton. He was involved in various aspects of the impeachment inquiry conducted by the House Judiciary Committee and the subsequent trial by the House Managers in the United States Senate. After the impeachment trial, Steve remained in the position of Counsel for the majority staff of the Judiciary Committee, working on various issues, including youth violence, the Flag Protection Amendment, Internet alcohol sales, and Justice Department oversight and reauthorization. In February, 2001, Steve was named Deputy General Counsel for the Judiciary Committee. In May of that year he assumed the additional position of Staff Director. He is responsible for working with the Chairman and General Counsel to plan and execute the Committee's overall legislative, oversight, and political agenda. This includes working on issues related to intellectual property law, free trade authority and agreements, immigration law, criminal and constitutional law, antitrust law, and civil liability reform. As Staff Director, Steve is also responsible for managing the Committee's budget and the Republican staff of fifty employees.

C. STEWART VERDERY, JR.
Department of Homeland Security
Assistant Secretary for Border and Transportation Security Policy and Planning

Assistant Secretary Verdery serves as the first DHS Assistant Secretary for Border and Transportation Security (BTS) Policy and Planning, directing the BTS Office of Policy and Planning and advising BTS Under Secretary Asa Hutchinson and Secretary Tom Ridge on policies related to immigration and visa issuance, cargo and international commerce, international trade, transportation security, counternarcotics, and federal law enforcement training. Verdery was nominated by President Bush on April 10, 2003 and confirmed by the U.S. Senate by voice vote on June 19, 2003.

Verdery is responsible for the creation, evaluation and advocacy of policies implemented on an operational level by the BTS component agencies and program offices: U. S. Customs and Border Protection, U. S. Immigration and Customs Enforcement, the Transportation Security Administration, the Federal Law Enforcement Training Center, US-VISIT and Office of International Enforcement. Verdery serves as the principal proponent and negotiator for DHS in promoting BTS policies before the White House and with other cabinet agencies.

The BTS Office of Policy and Planning has a staff of approximately 25 hired by Verdery, including dedicated units for cargo and trade policy, transportation security policy and immigration policy, and indirectly supervises personnel in BTS component agencies developing policy in their particular bureau.

Verdery frequently represents DHS in Congressional hearings and briefings before numerous Congressional committees. He handles press appearances and interviews on DHS issues with domestic and foreign press. Verdery frequently participates in formal and informal bilateral negotiation sessions with foreign governments.

DHS has relied on Verdery to chair official government committees, including the Advisory Committee on Commercial Operations (COAC), the Data Management Information Act Task Force, and the Chinese Forced Labor Task Force. Verdery also has served on the US-VISIT Advisory Committee, the CBP Modernization Executive Steering Committee, and the Foreign Trade Zones Board.

Among the major DHS policy initiatives spearheaded by Verdery are:

- US-VISIT. Responsible for policy development for signature DHS entry-exit program, including deployment to air and sea ports in 2004, expansion to visa waiver countries and land ports of entry.
- Airline Passenger Vetting. Lead negotiator for successfully completed international agreement between DHS and the European Union to allow airlines to provide flight data to DHS. Responsible for DHS programs for vetting international and domestic passengers, including CAPPS II program.
- Cargo and Container Security. Supervises DHS development of cargo security policy and is responsible for development of DHS policy development under the Maritime

- Cargo and Container Security. Supervises DHS development of cargo security policy and is responsible for development of DHS policy development under the Maritime Transportation Security Act to strengthen and streamline cargo and container security requirements.
- Visa Policy. Responsible for development of visa security policy following DHS assumption of visa responsibility under the Homeland Security Act.
- International Trade. Responsible for DHS participation in the Trade Policy Review Group and Study Committee run by the U.S. Trade Representative to determine U.S trade policy.
- Investigations. Worked closely with ICE on investigative initiatives in areas such as intellectual property enforcement, money laundering, counternarcotics, and human smuggling.

Verdery was General Counsel to United States Senate Assistant Republican Leader Don Nickles (R-OK) from October 1998 until March of 2002. As a member of the Republican leadership staff team, Verdery played a major role in the Congress on a wide range of policy issues including crime and law enforcement, commerce, judicial nominations, constitutional law, campaign finance, and telecommunications. During the Clinton impeachment trial, he also served as a lead attorney to the Senate leadership in devising and implementing trial procedures. As part of his leadership duties, Verdery handled lead staff duties for the Senate Republican High Tech Task Force, the Republican leadership's outreach arm to the technology community.

Prior to joining Senator Nickles's leadership staff, Verdery served as counsel to two Senate committees and to Senator John Warner (R-VA). While working for Chairman Orrin Hatch (R-UT) on the Judiciary Committee in 1998, he served as lead counsel for the full committee's crime unit, and while at the Committee on Rules and Administration from 1996-1998, he led the investigation into the contested Louisiana Senate election.

In addition to his government service, Verdery was the Senior Legislative Counsel for the government affairs and public policy office representing Vivendi Universal in Washington, D.C from 2002 to 2003. In this capacity, Verdery was a lead strategist for the corporation in lobbying of Congress and the executive branch, focusing on technology, telecommunications, and intellectual property issues on behalf of the company's business units, which include Universal Studios, Universal Television Group, Universal Music Group, and theme parks. In addition, he was an associate at the Washington office of the law firm Baker & Hostetler, concentrating on antitrust and litigation, from 1993 to 1995.

Verdery, 37, graduated cum laude with Honors in History from Williams College in 1989 and received his law degree from the University of Virginia School of Law in 1993. He, wife Jenny, and two children live in Arlington, Virginia.

**JAMES A. WILLIAMS
DIRECTOR, US-VISIT
DEPARTMENT OF HOMELAND SECURITY**

In May 2003, James A. Williams was appointed Director of the US-VISIT Program by Under Secretary Asa Hutchinson. One of the Department of Homeland Security's top priorities, US-VISIT is a critical new initiative that leverages the evolving use of biometrics and data-sharing to enhance the security of U.S. citizens and visitors while facilitating legitimate travel and trade through our borders. The first phase of US-VISIT was launched in January 2004 and has been hailed as the most significant advance in border security in more than three decades. Leaders in the Department and the White House have applauded Mr. Williams' accomplishments and recognized his leadership in making this complex program a reality.

Prior to his current assignment, Mr. Williams served in several executive leadership positions at the Internal Revenue Service. In January 2001, the Commissioner of the IRS named him to the office of Deputy Associate Commissioner for Program Management in the Business Systems Modernization Office (BSMO). In that position, Mr. Williams led the effort to improve software acquisition management processes in the Business Systems Modernization organization that resulted in the IRS becoming the first civil agency ever to achieve a Level Two rating under the Software Engineering Institute's Software Acquisition - Capability Maturity Model.

Before his appointment to BSMO, Mr. Williams was Director of Procurement at the IRS. Appointed in October 1999, he led contract management of the \$1.6 billion annual IRS procurement program nationwide and contractual support for a multi-billion dollar plan to automate and upgrade the nation's tax processing computer and telecommunications facilities.

In 1993 Mr. Williams served on the four-person Procurement Team as part of Vice President Gore's National Performance Review (NPR) on Reinventing Government. This team's recommendations were the catalyst for procurement reform across the federal marketplace and resulted in passage of the Federal Acquisition Streamlining Act. In December 1995, Mr. Williams represented the U.S. government at the Regional Conference on Public Procurement Reform for Central and Eastern European Nations held in Warsaw, Poland.

Before joining the IRS as Deputy Assistant Commissioner (Procurement) in 1991, Mr. Williams was director of a telecommunications procurement division at GSA. Prior to that, he worked in several information processing procurement positions at the Department of Commerce and GSA. He was the original contracting officer on the \$25 billion FTS2000 procurement, and was responsible for issuing the FTS2000 request for proposals on time in December 1986 and ensuring that the eventual significant savings from the FTS2000 Program were achieved. From 1989 to 1999, he represented GSA to the Office of the U.S. Trade Representative as the government's computer procurement expert.

He was a member of the U.S. trade delegations that negotiated with the government of Japan on the 1990 U.S./Japan Supercomputer Agreement and the 1992 U.S./Japan Computer Agreement. He received a personal letter of appreciation from President George H. W. Bush for his work on the 1992 Agreement.

Mr. Williams holds a bachelor's degree in business and a Master of Business Administration degree from George Washington University. In 1994 and 2000, he was named by *Federal Computer Week* as one of its "Federal 100" winners, and in 1996 he received the Presidential Rank Award - Meritorious Executive. In 1997, 1999, and 2002, he was presented with the Commissioner's Award, the highest honor bestowed by the Internal Revenue Service. He is married and has two children.

Barbara Kostuk

Air Transport Association

Barbara Kostuk is the Managing Director for Passenger Facilitation at the Air Transport Association of America, Inc (ATA).

Ms. Kostuk joined ATA in January 1995. ATA, founded in 1936, is the trade association for the leading U.S. airlines. ATA member airlines transport more than 90 percent of all passenger and cargo traffic in the United States, and assists its members by promoting aviation safety, advocating industry positions, conducting industry-wide programs and ensuring public understanding and awareness of the airline industry.

As ATA's Managing Director for Passenger Facilitation, Ms. Kostuk serves as the chief liaison with Executive Branch on all Customs and immigration issues relating to the airline industry.

Ms. Kostuk's background includes serving as the legislative director for government relations at the law firm of Jorden Burt Berenson & Klingensmith. In addition, Ms. Kostuk spent two years with the Office of Management and Budget in the Office of Legislative Affairs and a year in the White House Office of Legislative Affairs, following six years working on Capitol Hill.

Ms. Kostuk earned a Bachelor of Arts degree from the University of Maryland and currently resides in Arlington, Virginia.

Elyse G. Wander
Senior Vice President
Government Affairs and Member Programs
Travel Industry Association of America

Elyse G. Wander, Senior Vice President, Government Affairs and Member Relations, Travel Industry Association of America (TIA), joined the association in May 1996 as Senior Vice President, Planning and Member Relations, and assumed her current duties in January 2000. She is a member of the TIA Management Committee.

Ms. Wander reports directly to TIA's president and chief executive officer and is responsible for: providing overall direction to the Government Affairs, National Councils, Membership & Development, and Human Resources Departments. She also serves as the Association's chief attorney

Prior to joining TIA, she was president of The Wander Group in Washington, D.C., an independent consultancy that specialized in strategic marketing and value creation. Previously, she served in a variety of management capacities in a career that spanned more than two decades with the National Railroad Passenger Corporation, AMTRAK, the last 10 as Vice President, Corporate Planning and Development. She also headed Amtrak's corporate real estate department, served as corporate secretary, and practiced as a corporate attorney specializing in employment matters and commercial contracts.

Ms. Wander earned her Juris Doctor Degree from The American University in Washington, D.C., where she also earned a B.S. in Business Administration.

She is a member of the Bars of the District of Columbia, Maryland, and Pennsylvania, as well as the Bars of the U.S. Supreme Court and the U.S. Court of Military Appeals. Ms. Wander is also a member of the Advisory Board of the Academy of Travel and Tourism.

Ms. Wander also serves as a Colonel, Judge Advocate General's Corps in the U.S. Army Reserve. She graduated from the U.S. Army War College in July 2000.

MARLENE M. JOHNSON
Executive Director and CEO
NAFSA: Association of International Educators

Marlene Johnson is executive director and CEO of NAFSA: Association of International Educators. As head of the world's largest professional association dedicated to international education, Johnson has spearheaded a national effort to promote the establishment of an international education policy for the United States. Under her leadership, the international education community has captured the attention of leaders at the highest levels, resulting in a presidential memorandum and congressional resolutions calling for a national policy.

Johnson's leadership experience is diverse and spans three decades of work in business, government, and nonprofit management. As Minnesota's lieutenant governor from 1983 to 1991, she was an outspoken advocate of international educational exchanges at all levels of learning and supported visitor and professional exchanges to build ties between the state and the rest of the world. She was instrumental in the establishment of an entrepreneurship program for Czech women at The College of St. Catherine in Minnesota.

In 1993, Johnson accepted an appointment by the Clinton administration to serve as associate administrator at the General Services Administration. In the course of her career, Johnson also founded and operated a marketing and communications company and served as vice president for people and strategy at a large furniture producer.

A dynamic and successful leader, she has held board positions at the World Press Institute, the National Association of Women Business Owners, the National Council of Women Executives in State Government, and AFS Intercultural Programs. She currently serves on the executive committee of the Alliance for International Educational and Cultural Exchange, the board of directors of the Girl Scouts Council of the Nation's Capital and the Communications Consortium Media Center, and on the advisory council for the University of Minnesota's College of Human Ecology.

NAFSA: Association of International Educators seeks to increase awareness of and support for international education and exchange in higher education, government, and the community, believing that citizens with international experience and global awareness are crucial to U.S. leadership, competitiveness, and security. Of the important role of international education – a field that spans study abroad, scholarly and citizen exchanges, and international students studying in the United States – Johnson has said: “International education must be part of the national strategy that guides our engagement and leadership in the world. It is one of our most effective tools for fostering cooperation and understanding among nations.”



**U.S. CHAMBER OF COMMERCE
1615 H STREET, N.W.
WASHINGTON, DC 20062
(202) 659-6000**

THERESA CARDINAL BROWN

Director, Immigration Policy

Theresa Cardinal Brown is Director of Immigration Policy with the U.S. Chamber of Commerce. Theresa has over ten years of experience in immigration law and policy. After working in law firms specializing in business immigration practice in Washington, DC, including Arent/Fox and Morgan, Lewis & Bockius, Theresa served for three years as Associate Director for Business Immigration Advocacy at the American Immigration Lawyers Association, joining the Chamber in May 2001.

Theresa specializes in law and policy relating to employment of foreign nationals, including temporary and permanent resident visas, employer sanctions, and labor certification. She also has managed the Chamber's work on border issues, moving into the area of Homeland Security. She represents the Chamber in coalitions on high-skilled work visas, essential workers, border management and visa processing including American Business for Legal Immigration, the Essential Worker Immigration Coalition, and Americans for Better Borders.

She is a Phi Beta Kappa graduate of the University of Delaware with a bachelor's degree in international relations and economics.

Updated 10/17/02

Stephen Joel Trachtenberg

Stephen Joel Trachtenberg became the 15th president of The George Washington University on August 1, 1988. He came to GW from the University of Hartford (CT), where he had been resident for 11 years. Before assuming the presidency of Hartford, Trachtenberg served for eight years at Boston University as Vice President for Academic Services and Academic Dean of the College of Liberal Arts. Earlier, in Washington, D.C., he was a Special Assistant for two years to the U.S. Education Commissioner, Department of Health, Education and Welfare. He has been an attorney with the U.S. Atomic Energy Commission and a legislative aide to former Indiana Congressman John Brademas.

A Professor of Public Administration, he published *Thinking Out Loud* (1998-Oryx Press), *Speaking His Mind* (1994-Oryx Press), and *Reflections on Higher Education* (2002-Oryx Press). He is co-editor of the book *The Art of Hiring in America's Colleges & Universities* (Prometheus Books, 1993). He authored chapters in the books *Academic Leaders as Managers* (Jossey-Bass, 1982), *Leaders on Leadership: The College Presidency* (Jossey-Bass, 1988) and *Productivity & Higher Education* (Peterson's Guide, 1992). His articles have appeared in publications such as *The Educational Record*, *Phi Delta Kappan*, *The Association of Governing Boards of Universities and Colleges AGB Reports*, *Resources in Education*, *Journal for Higher Education Management*, *The College Board Review*, *the College Marketing Alert*, *The Chronicle of Higher Education*, *The Washington Post* and *The New York Times*. Trachtenberg has also served as a consulting editor to *The Journal of Education* and *The Presidency*.

President Trachtenberg currently chairs the D.C. Chamber of Commerce Board of Directors and the Atlantic 10 Conference Presidents Council. He serves on the Boards of the Greater Washington Board of Trade, the D.C. Federal City Council, and Riggs Bank. He has been appointed by the Mayor to serve on the District of Columbia Tax Revision Commission, as well as the District of Columbia Committee to Promote Washington. He serves on the Boards of the Chief of Naval Operations (CNO) Executive Panel and the International Association of University Presidents. He currently chairs the Maryland/DC State Committee of Selection competition for the Rhodes Scholarships. He is a member of the Council on Foreign Relations. He is a Fellow of the American Academy of Arts and Sciences. He serves as Trustee of Al-Akhawayn University in Morocco and is on the Board of Directors of the Chiang Chen Industrial Charity Foundation in Hong Kong. He has served on the Board of the Urban League of Greater Washington and as President of the American Association of University Administrators. In 1988 he was elected to the National Collegiate Athletic Association (NCAA) Presidents Commission.

In 2003 President Trachtenberg received the Humanitarian Award of the Albert B. Sabin Institute. In 2002, the University of New Haven honored him with an Honorary Doctor of Laws degree. Also in 2002 he was awarded the U.S. Treasury Department's Medal of Merit and became a Fellow of the American Academy of Arts and Sciences. In 2001, Southern Connecticut State University honored President Trachtenberg with an Honorary Doctor of Laws degree. He was named a "Washingtonian of the Year 2000" in the January 2001 issue of *Washingtonian Magazine*. In June 2000 he was decorated as a "Grand Officier Du Wissam Al Alaoui" by King Mohammed VI of Morocco. Also in the year 2000 he was awarded the Order of St. John of Jerusalem, Knight Grand Cross for Distinguished Service to Freemasonry and Humanity. In 1999 he was awarded an Honorary Doctor of Humane Letters degree by Gratz College. Also in 1999, Boston University honored him with an Honorary Doctor of Humane Letters degree. He

received The Jewish National Fund 1999 "Tree of Life Award." By Proclamation of the City and County of San Francisco, February 2, 1999, was proclaimed "Stephen Joel Trachtenberg Day in San Francisco!"

By Resolution of the Council of the District of Columbia, January 22, 1998, was declared "Stephen Joel Trachtenberg Day" in honor of GWU President Trachtenberg's commitments to minority students, scholarship programs, public school partnerships and community service. In 1997 he received the U.S. Department of State Secretary's Open Forum Distinguished Public Service Award. In 1997 he received an Honorary Doctor of Laws degree from Mount Vernon College. Also in 1997 he was awarded the Grand Cross (highest honor of the Scottish Rite of Freemasonry); portrait dedicated and placed in the Hall of Honor at the House of the Temple. In 1996, the Odessa State Medical University (Ukraine) awarded Trachtenberg the Honorary Doctor of Medicine degree. The American Association of University Administrators presented

Trachtenberg with the 1996 Distinguished Service Award. He received the 1996 B'nai B'rith Humanitarian Award. In 1995 he was awarded an Honorary Doctor of Laws degree by Richmond College (London). 1995 he was awarded the John Jay Award for Outstanding Professional Achievement by Columbia University. He received the 1995 Newcomen Society Award. Trachtenberg was honored by the American Jewish Congress, receiving the 1995 Spirit of Democracy Award.

In 1994, Trachtenberg received an honorary Doctor of Public Administration degree from South Korea's Kyonggi University. In 1993 the Washington, D.C. Urban League named him "Father of the Year." In 1992, Trachtenberg received the International Salute Award in honor of Martin Luther King, Jr. Also in 1992 he received the Hannah G. Solomon Award from the National Council of Jewish Women. In 1990, he was honored by Hanyang University in Korea with an Honorary Doctor of Laws. Also in 1990, Trachtenberg was awarded the University Medal of Highest Honor from Kyung Hee University in Korea. He received an honorary Doctor of Humanities degree from the University of Hartford (CT) in 1989. In 1988 the Connecticut Bar Association honored him with its Distinguished Public Service Award, and he was recognized by the Hartford NAACP for his contributions to the education of minority students. He received a 1987 Human Relations Award from the National Conference of Christians and Jews. He received an honorary Doctor of Humane Letters degree from Trinity College (CT) in 1986. In 1984 he was presented The Mt. Scopus Award from Hebrew University in Jerusalem. In 1982 he was celebrated by the Connecticut Region of Hadassah with the Myrtle Wreath Award. Trachtenberg was named one of the Top 100 Leaders in the American Academy in a 1978 Change magazine poll.

Trachtenberg, a native of Brooklyn, New York, graduated from P.S. 254 and James Madison High School. He earned the B.A. degree from Columbia University in 1959, the J.D. from Yale University in 1962 and the Master of Public Administration from Harvard University in 1966. In 1968 he was selected as a Winston Churchill Traveling Fellow for study in Oxford, England. He is a member of Phi Beta Kappa. Trachtenberg and his wife, Francine Zorn Trachtenberg, have two sons: Adam Maccabee (B.A. 1997 and M.B.A. 2003, Columbia University) and Ben Lev (B.A. 2001, Yale University; M.A. 2002, University of Limerick, Ireland; J.D. candidate 2005, Columbia University).

Leonard Karp
Executive Vice President and Chief Operating Office
Philadelphia International Medicine

As executive vice president and chief operating officer of Philadelphia International Medicine, Leonard Karp helps guide an organization whose goal is to establish the Philadelphia region as an international healthcare destination of choice. Just five years old, PIM is seen as an economic development initiative that works closely with city, state and federal commerce departments.

This unique marketing and management company is owned by some of the most prestigious hospitals in the United States including The Children's Hospital of Philadelphia, Crozer-Keystone Health System, Fox Chase Cancer Center, Magee Hospital, MossRehab, Pennsylvania Hospital, Temple University Hospital, Thomas Jefferson University Hospital and the University of Pennsylvania Medical Center.

Although still in its infancy, PIM has contributed more \$50 million to the regional economy. The organization is active throughout the Middle East, Brazil, Chile, Uruguay, the Caribbean, Canada, Korea and Italy.

PIM has three product lines – the care of international patients at Philadelphia area hospitals; training and continuing education of health care professionals from around the world; and management and consulting services to international hospitals and health agencies.

Mr. Karp is also an international trade advisor to the U.S. Department of Commerce and the Office of the U.S. Trade Representative as a member of the Industry Trade Advisory Committee on Services. He is a co-founder of Greater Philadelphia Global Partners, a regional organization to promote global trade in the Philadelphia area. He has served as an advisor to the City of Philadelphia on trade mission development; and has worked closely with leaders of international departments at peer hospitals on industry issues such as visa delays; the development of better data collection; and removal of international trade barriers for the health services sector.

ALFONSO MARTINEZ-FONTS, JR.

On January 30, 2003, Alfonso “Al” Martinez-Fonts, Jr. was sworn in as the Special Assistant to the Secretary for the Private Sector at the Department of Homeland Security. As Special Assistant, Mr. Martinez-Fonts is charged with providing America’s private sector with a direct line of communication to the Department. He and the Private Sector Office will work directly with individual business and through trade associations and other non-governmental organizations to foster dialogue between the private sector and the Department.

In April 2002, Mr. Martinez-Fonts retired as Chairman and Chief Executive Officer of JP Morgan Chase Bank in El Paso, Texas. Before moving to El Paso, he was President of the Bank in San Antonio. He began his 30-year career with Chemical Bank (a JP Morgan Chase predecessor organization) as a management trainee and worked his way through the organization as a lending officer in the Metropolitan Division and the International Division.

He has lived and traveled extensively overseas, including managing Chemical Bank’s offices in Manila, Philippines (1976-1979) and Mexico City, Mexico (1982-1988). He was Regional Manager based in New York of Chemical’s business in Argentina, Chile, Uruguay, Paraguay, and Bolivia (1980-1982).

Mr. Martinez-Fonts has served on many boards, including The Greater El Paso Chamber Foundation, Project ARIBA, ACCION International, and ACCION USA. He was a member of the Frito-Lay Hispanic/Latino Advisory Board, the United Way of El Paso Board, and the University of Texas at El Paso Development Board. In the past he also served on the Fannie Mae Advisory Board and the American Bankers Association Communications Council.

He served as 1993 Chairman of The Greater San Antonio Chamber of Commerce and 1988 President of The American Chamber of Commerce in Mexico City. He is the 1995 recipient of The National Conference of Christians and Jews Humanitarian Award.

Mr. Martinez-Fonts received his undergraduate degree in political science from Villanova University in 1971 and his MBA in finance from Long Island University in 1974.

Mr. Martinez-Fonts was born in Havana, Cuba. He and his wife, Christine (Haverland), have three children.

Patricia de Stacy Harrison
U.S. Department of State
Assistant Secretary of State for Educational and Cultural Affairs

Patricia (Pat) de Stacy Harrison was sworn in as the Assistant Secretary of State for Educational and Cultural Affairs by Secretary of State Colin Powell on October 2, 2001.

Through U.S. Department of State-sponsored international education and exchange programs, Ms. Harrison has focused on reaching wider, more diverse publics with an emphasis on youth. She has created "Partnerships for Learning" (P4L), a global initiative providing young people with enhanced education and opportunity. Within a range of P4L programs are the first official U.S. high school exchanges with the Arab and Muslim world. The P4L CultureConnect program sends accomplished American men and women abroad to engage young people through master classes and dialogue. Through a website dedicated to the program, CultureConnect Ambassadors mentor young people worldwide. She has directed the historic resumption of the Fulbright Program in Afghanistan and Iraq. As Acting Under Secretary of State for Public Diplomacy during the Iraq conflict, Ms. Harrison also collaborated with the John F. Kennedy Center for the Performing Arts to bring the Iraq National Symphony Orchestra to Washington, and she has initiated a comprehensive renewal of the Baghdad National Museum.

As an entrepreneur, author and political leader, Ms. Harrison has over 20 years of experience in communication strategy, coalition, and constituency building. She is the author of *A Seat At The Table and America's New Women Entrepreneurs*. As founder and President of the National Women's Economic Alliance, she worked to identify women and minorities for leadership roles in business and politics. Through The Decade for Democracy, a mentoring exchange program sponsored by the U.S. Department of Commerce and the U.S. Small Business Administration, Ms. Harrison worked with women entrepreneurs in emerging democracies, to help them achieve within their new free enterprise systems.

As a founding partner of E. Bruce Harrison Company, among the country's top ten owner-managed public affairs firms prior to its sale in 1996, she created and directed programs in the public interest comprising diverse stakeholder groups, including the National Environmental Development Association, a partnership of labor, agriculture and industry working for better environmental solutions together.

Appointed by President Bush (1990) to the President's Export Council, U.S. Department of Commerce, Ms. Harrison served on the Executive Committee and worked to strengthen export promotion programs on behalf of U.S. business. She also chaired the International Committee, Small Business Advisory Council, Small Business Administration, and in 1992 was appointed to serve on the United States Trade Representative's Service Policy Advisory Council. In 1997, Ms. Harrison was elected Co-Chairman of the Republican National Committee and served until January 2001.

Ms. Harrison received an Honorary Doctorate from the American University of Rome in 2002. In 2000, she served as a Visiting Fellow, Institute of Public Service, The Annenberg Public Policy Center, University of Pennsylvania. In 1992, she was a Visiting Fellow at the John F. Kennedy School of Government.

Ms. Harrison is the recipient of many awards and honors, including the 1999 Global Women's Leadership Award; 1999 New York Black Republican Council's Woman of the Year Award; 1998 Hispanic Heritage Leadership Award; 1988 Entrepreneur of the Year/Arthur Young Company and Venture Magazine; 1989 Distinguished Woman Award, Northwood Institute; and 1997 Ladies Home Journal "50 Most Influential Women in Politics." She is a former member of the Executive Committee, National Italian American Foundation; a former Thomas Colloquium Free Enterprise Chair Guest Lecturer at Youngstown State University in Ohio; and a former Chairman of the Board, Guest Services, Inc.

Ms. Harrison, a native of Brooklyn, New York, is a graduate of American University.

MATTHEW BATES P R O F I L E

**01/06/04
CAREER HISTORY**

I joined A T Mays Limited in 1971 as a travel agency trainee. During a career span of 15 years, I developed expertise in retail, operations and personnel management, but most importantly in UK domestic and overseas group, conference and incentive sales, creation, pricing, operations and finance. My final responsibility within A T Mays was as General Manager - Group Travel (the multiple had, by 1986, expanded to 190+ locations).

A growing interest in sales and marketing led me to join an advertising agency, and although I learned new skills, I cannot claim to have found the profession appealing. After a year in the advertising world, continuing requests - from previous clients - that I handle their conference and incentive events, provoked Linda and I to establish Linda Bates Associates. During a span of three years, we worked on more than 20 events, including corporate hospitality in Scotland for Volvo Trucks (GB); conferences in Portugal, the USA and the Far East for Volvo and Northern Telecom (Europe), and a major product launch throughout the UK for Golden Wonder.

In 1990, I joined Donald Mackenzie Travel in the role of Business Development Manager, following Linda's diagnosis with a significant illness. In the intervening eight years, we grew this small, privately-owned full service travel agency by a multiplier of 3. Today, the agency employs nearly 30 people and enjoys sales in excess of £8m per annum. In 1998, I left my role there - as Managing Director designate - to return to self-employment.

During my career with Donald Mackenzie Travel, I became active in Scotland's premier independent agency consortium - SCOTWAY - and served for two years as Chair. In self-employment, I wrote the business plan, and established the Secretariat of SPARC Limited – the Scottish consortium of retail travel agents. In both these roles, I developed strong contacts with airline and tour operator managers throughout the UK. I have rolling general management, sales + marketing and PR consultancy contracts with a number of travel agencies in Scotland; I publish the monthly magazine—SPAA Today! - on behalf of the Association, and write a regular column for STAN (Scottish Travel Agents' News). I provide Secretariat services for The Leading Cruise Agents of the UK—a group of more than 40 cruise specialist travel agencies

I provide and support a staff 'contract of employment' drafting service – currently to more than a dozen independent travel agencies. I advise a growing number of travel agencies on licensing matters, such as ABTA and CAA ATOL bonding.

I am currently Chairman of Visit USA Association (UK) Limited, and Secretary of Visit USA—Europe, and consequently very much focused on the evolution of US Entry policy, and its effects on our US leisure travel markets, and the upcoming US Government funded tourism promotion campaign—to be delivered in the UK, 2004/5.

PERSONAL HISTORY

Born in Belfast, 01 July 1954, I have lived in Scotland since 1958. I decided to enter the travel profession, rather than go to university.

I married in 1974, and have one daughter from that marriage - Eleanor (24) - who is lives and works in Spain, in travel. Following my divorce, I married Linda (42), who is a psychologist and hypnotherapist, and is working on her PhD through Queen Margaret University College, Edinburgh. We have one daughter - Deborah (17).

My 'mission statement' in life would read something like ...

... through my own successful and rewarding career - and mental energy - to support Linda in fulfilling her potential, despite her MS; to support Eleanor and Deborah in making their own choices in life, and to have a bit of fun en route.

Amongst my interests are music, books, television (as a participation sport!), travel, food and wine.

My current challenge is to keep my life in balance - in particular, to share quality time with my family and friends. My pet hate is to waste precious time - which none of us can get back!

VISIT USA ASSOCIATION (UK) LIMITED

EXECUTIVE BOARD 2004/5

MATTHEW BATES

CHAIRMAN 2004/5

WORK BACKGROUND : I'm currently self-employed as Travel Partner of The Bates Consultancy (based in Troon, Scotland), in which position I have rolling consultancy contracts with Donald Mackenzie Travel Limited and Stewart Travel; a publishing contract with the SPAA; a secretariat services contract with The Leading Cruise Agents of the UK, and a writing contract with STAN (Scottish Travel Agents' News). I represent Donald Mackenzie Travel within VUSAA (UK), and I've worked closely with US DMOs visiting Scotland to meet travel agents, tour operators and the media. My daily workload involves close concentration on the US market.

ASSOCIATION BACKGROUND : During my time as a Director of VUSAA (UK) I've been active on the Training Committee and its associated Fam Trip Committee - in particular in the promotion of the Visit USA Travel Specialist Training Programme to the travel agency and tour operator sector. My other activities to date include :

- responsibility for the review of our Memorandum, Articles + By Laws in 2002
- responsibility for Association administration and finance since early 2002
- involvement in the establishment of Visit USA – Europe (of which I'm Secretary)
- communication with US Dept of Commerce and government-appointed advisory board in connection with the \$50 million Tourism Appropriation

VUSAA (UK) NOW : I'm focused on continuing the work of previous Chairs, on behalf of VUSAA (UK) and its Members. My experience in VU-E has proven beyond doubt that previous Chairs, supported by hard-working Boards and an able Secretariat and Director of Development, have delivered an organisation in the UK which is amongst the strongest and most cost-effective in the world. Our current Board has met challenges to our market – since 2001 – which are amongst the most difficult we have ever faced, whilst continuing to develop a strong, coherent programme of activities. The focus and work of our immediate past Chair has been key in the development of close and effective working relationships with TIA, USCS, the US Department of Commerce and other government agencies, with each of which we now enjoy high standing and considerable influence.

VUSAA (UK) IN THE FUTURE : My objectives as Chairman include :

- continuing to contribute to the financial health and stability of the Association, post 9/11/01
- contributing to the successful launch and promotion of our completed training resource
- supporting the continuous development of our Website
- working towards further enhancement of our working relationships with our colleagues in Europe and the USA
- maximising the benefits – to Members and VUSAA (UK) – of our programme of activities (not least our 'pay to play' activities) based on an expanding Membership
- maintaining and further developing the Association's profile and influence as the UK's principal 'focal point' for all matters related to leisure travel to and within the USA

Matt Bates

September, 2004